

# Taylor-Tot News

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Well, it looks like time for another newsletter.

I've been thinking/pondering about what I could include in this issue and I've had a few 'treasures' find their way to me, so I'm going to put them...well, some of them, into this issue.

What 'treasures', you may ask. How does some original Taylor-Tot advertisements sound? A good friend of mine (thanks Kay!) loaned me a couple of her "Baby Talk" magazines from 1947 & 1949. These rascals have some ads for Taylor-Tots and some from the competition; Pal and Roll-A-Bi (boo-hiss). You can see them inside...as I said, I'm not going to use them all up this issue. I still need something for next time.

The major focus of the next few issues will be 'How do I tell what year my stroller is?' We outlined the under-seat date coding system in our December 2009 issue, but many times the stroller just doesn't have a date code under there. In these instances, you need to be able to tell the year just by knowing what to look for. This article, and those that follow, will help with that.

I hope you enjoy this issue. If you happened to miss one of the earlier issues, you can download a copy from the 3R1 Enterprises website.

Let me know what you think - what do you like, what do you not like?

As always, if I can be of service to anyone, please let me know.

- Tom

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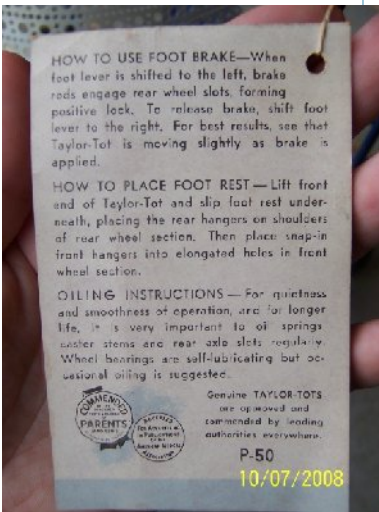
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Print ad pages



Instruction Folder  
1954



August 1949  
Baby Talk Magazine



Ad from August 1949, Baby Talk magazine



## How do I know how old this stroller is? There's no date code under the seat???

### HELP? !?!?!?

Yes, this is a big challenge as we deal with our little darling Taylor-Tots. The information and examples I am going to pass on to you is as correct as it can be. The examples are from strollers that either did have their date code, or were verified from other good sources. Perhaps a dated ad or something. A lot of the ID problem comes about because in most instances, we just don't know when the models and features changed. For instance, I can show you a 1937 and a 1949, but at what point in those 12 years things changed, I cannot tell. On some of the later models, where I can use the date codes to be specific, I can tell what decal with a 1953 and what decal went with a 1954. Anyway, this may stretch out over a couple of issues, but it will be worth studying.



### This is an example of a 1937 DeLuxe Model.

ID hints: 1) The bottom of the X-style push handle does not have the grocery bag support rod. 2) The top of the front suspension bar sweeps back towards the rear of the stroller - it's not straight across. 3) The front shroud is angular, instead of curved. 4) The front and rear suspension have height adjustment slots that later models do not. 5) There is no front decal. 6) The seat decal is larger than those on later models. I don't have a seat decal on this example. 7) The rear 'skirt' (factory known as a 'beaver tail') flares outward at the bottom. 8) The foot tray was available, but I don't have one.

### This is an example of a 1949 DeLuxe Imperial

ID hints: 1) The bottom of the X-style push handle has the grocery bag support rod. 2) The front suspension is straight across and the front shroud is curved. 3) There is a front decal and the seat decal is 'normal' sized. 4) The rear skirt goes straight down. The "Imperial" model has the tray bumper and wheel pants.



## FEEDBACK WANTED:

We are sincerely interested in what YOU think about this effort.

Is it worth a read? Please let us know. Just send a reply-back or contact us at [WWW.3r1enterprises.com](http://WWW.3r1enterprises.com) or [3r1enterprises@bellsouth.net](mailto:3r1enterprises@bellsouth.net)